

DURHAM



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Department of Neighborhood Improvement Services

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Property Management Entrepreneurs Program Plan (PMEP)

What is the PMEP Plan?

Purpose

PMEP is an educational rental property development program through the Neighborhood Improvement Services Department that will address the ability of low-income residential rental property owners to comply with minimum housing code standards through training in property rehabilitation. This initiative will complement the existing Landlord Training Program and aid in the Proactive Rental Inspection Program to improve Durham's rental housing stock.

Vision

The PMEP is a '*building blocks*' initiative for property owners designed to: (1) accelerate rehabilitation of rental properties, (2) educate low-income rental residential owners, (3) redevelop those communities that exhibit high crime rates, property vandalism, and high vacant rental properties, (4) promote local economic development through increased home restoration services, (5) create small businesses geared toward property enhancements, and (6) promote tenant-landlord accountability.

Goals

- To develop a marketing plan for PMEP
- To provide owners with the knowledge necessary to make repairs
- Promotes community stabilization
- To build a better local housing market
- To provide technical assistance to property owners through technical assistance and training
- To rehabilitate rental properties to livable conditions and meet minimum housing code standards
- To proactively incorporate tenant concerns and resources into a rehabilitation strategy for owners
- To enhance the aesthetic qualities of designated communities
- To improve the quality of life for tenants
- To establish safe and healthy communities

Program Components

The program will provide technical assistance and foster skills necessary for property owners to efficiently manage, rehabilitate, and market rental property. To ensure successful participation, this learning-by-doing program comprises a specialized curriculum:

- Property management
- Property financing tools for rehabilitation

- Property marketing & customer service
- Fair housing practices
- Legal and accounting matters
- Interior and Exterior rehabilitation processes
- ADA (Americans with Disabilities Act) compliance & safety
- Energy efficiency
- Existing City of Durham resources and departments

Outcomes

Short-Term Outcomes

The program's short-term outcomes are:

- Quick turnaround time for rental property rehabilitation
- Alleviate sub-standard rental housing conditions in Durham communities
- Preservation of rental housing stock in Durham

Long-Term Outcomes

The program's long-term outcomes are:

- Increase economic value of rental properties
- Increase neighborhood restoration services
- Increase capacity for small business property owners
- Protection of landlord investment
- Reduction of property damage

Evaluation

The program will be numerically evaluated on the basis of rental stock improvements, awarded housing certificates for compliance, and written site visit field reports to illustrate positive property improvements associated with the PMEP curriculum.

Partners

Neighborhood Improvement Services will partner with PAC's (Partners Against Crime), INC (Inter-Neighborhood Council), other neighborhood focus groups and councils, housing-related committees, CDC's (Community Development Corporations), CDFI's (Community Development Finance Institutions), academic institutions, and other public-private partnerships. These partners will provide:

- List of contractors
- Instructors/building trade trainers
- Potential sources of funding for repairs
- General community information